

## Message Text

UNCLASSIFIED

PAGE 01 ROME 01372 272048Z  
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 /021 W  
-----280701Z 073738 /10

R 271545Z JAN 77  
FM AMEMBASSY ROME  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 2421  
AMCONSUL NAPLES  
AMCONSUL MILAN  
AMCONSUL PALERMO  
AMCONSUL TURIN  
AMCONSUL GENOA  
AMCONSUL FLORENCE  
AMCONSUL TRIESTE

UNCLAS ROME 1372

ATTN: FOREIGN BUYER PROGRAM

E.O. 11652: N/A  
TAGS: BEXP, BTRA, IT  
SUBJECT: FOREIGN BUYER PROGRAM: SELECTION OF U.S. TRADE SHOWS:  
SEPTEMBER 1977 -NOVEMBER 1978

REF.: A) STATE A-5757, 1976  
B) ROME 20645, 1976  
C) FLORENCE 0713, 1976 (NOTAL)

1. LISTED BELOW ARE THE U.S. TRADE SHOWS DURING THE PERIOD  
SEPTEMBER 1977 TO NOVEMBER 1978 WHICH POSTS IN ITALY WILL  
ACTIVELY PROMOTE UNDER THE FOREIGN BUYER PROGRAM. IN ADDITION  
TO THOSE PROMOTED BY INDIVIDUAL POSTS, EMBASSY HAS SELECTED FOUR  
(4) FOR A COORDINATED COUNTRY-WIDE EFFORT, INCLUDING THE ORGA-  
NIZATION OF GROUP TRAVEL PACKAGES IN ASSOCIATION WITH AIRLINES  
AND/OR TRAVEL AGENCIES: A) INTELCOM '77 - WORLD COMMUNICATIONS  
EXPOSITION (ATLANTA, OCT 77); B) 36TH CHEMICAL INDUSTRIES EXPOSITION  
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(CHICAGO, DEC 77); C) INTERNATIONAL EXPOSITION FOR FOOD PROCESSORS  
(CHICAGO, FEB 78); AND D) INTERNATIONAL MACHINE TOOL SHOWS (CHICAGO,  
SEP 78).

2. SHOW BROCHURES SHOULD BE SENT TO EMBASSY AND CONSULATES  
AS FOLLOWS:

NAFEM/77: ROME 200, .8)-, 100, PALERMO 25

INTELCOM '77: ROME 400, MILAN 100, TURIN 100, GENOA 40,  
PALERMO 25

BUILDING/CONSTRUCTION EXPO.: ROME 150, MILAN 100, PALERMO 25

AUTO. PARTS/ACCESSORIES: ROME 125, MILAN 100, TURIN 100

36TH CHEMICAL IND. EXPO.: ROME 400, MILAN 300, NAPLES 20, GENOA  
40, PALERMO 25

INT. CONCRETE & AGGREGATES SHOW: ROME 150, MILAN 100

NAT. SPORTING EGOODS ASSOC. SHOW: ROME 125, MILAN 100, NAPLES 75,  
GENOA 40

INT. EXPO. FOR FOOD PROCESSORS: ROME 400, MILAN 300, NAPLES 100,  
TURIN 50

INT. TRUCKING SHOW: ROME 125, MILAN 100

NATIONAL HARDWARE SHOW: ROME 125, MILAN 100

INT. MACHINE TOOL SHOW: ROME 400, MILAN 300, TURIN 100,  
GENOA 40

AMERICAN HOSPITAL ASSOC. CONVENTION: ROME 150, MILAN 100, NAPLES  
200, PALERMO 25.

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INT. WOODWORKING MACH./FURNITURE SUPPLY SHOW: ROME 125, MILAN  
100

INT. MINING SHOW: ROME 100, MILAN 100, PALERMO 25

INSTRUMENTATION/AUTOMATION CONFERENCE: ROME 175, MILAN 300,  
GENOA 40

NATIONAL PACKAGING WEEK EXPO: ROME 125, MILAN 100

FOOD AND DAIRY EXPO: ROME 125, MILAN 100, PALERMO 25

3. USDOC PLEASE NOTE THAT CONSULATE FLORENCE HAS FORWARDED ITS  
BROCHURE REQUIREMENTS DIRECTLY (REF C).

4. FOR CONSULATES: BROCHURE REQUEST FOR EMBASSY INCLUDES  
SUFFICIENT INFORMATIONAL COPIES FOR ALL TRADE SHOWS IF  
NEEDED.

5. ADDITIONAL ACTION REQUESTED: EMBASSY WOULD APPRECIATE USDOC FORWARDING, WHERE AVAILABLE, COPY OF EXHIBITOR CATALOG AND LIST OF ITALIAN VISITORS ATTENDING MOST RECENT EDITION OF FOREIGN SHOWS LISTED ABOVE. BEAUDRY

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
**Sent Date:** 27-Jan-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
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**Disposition Comment:**  
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**Enclosure:** n/a  
**Executive Order:** N/A  
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**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
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**Page Count:** 3  
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**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 77 STATE A-5757  
**Retention:** 0  
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**Review Date:** 12-Oct-2004 12:00:00 am  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3484486  
**Secure:** OPEN  
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**Subject:** FOREIGN BUYER PROGRAM: SELECTION OF U.S. TRADE SHOWS: SEPTEMBER 1977 -NOVEMBER 1978  
**TAGS:** BEXP, BTRA, IT  
**To:** COM  
**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009